Ask U.S. Panel: An Address-based Sampling Probability Online Panel for the Public Good

Jennifer Hunter Childs, U.S. Census Bureau

Emilia Peytcheva, RTI International

United States®
Census
Bureau

The Idea

Collaborative agreement to build a Nationally-representative, Address-based, Probability-Based Internet Panel (includes non-internet households) for Federal Government Statistics

The Purposes

1) Pretesting (including A/B testing and field testing)

2) Opinion research

3) Experimental national-level statistics

4) Admin records research

5) Proxy reporting

Proposed Sample Design for Panel Recruitment

Target population: U.S. adults, 18 years of age and older, living in residential dwelling units

Target cohort size: ~15,000 U.S. adults

      English or Spanish speakers only

      Up to 2 adults per household

Proposed design

- National probability samples from RTI's Enhanced Address-based frame

Mode(s) of Data Collection

- Initial Recruitment
    - Mail invitation
    - Web & inbound phone completion
    - NRFU face-to-face sub-sampled

- Topical Surveys
    - Mail/Email/SMS invitation
    - Web completion

United States® Census Bureau

Timeline

- Stage 1 (starting summer 2021) – pilot or "soft launch" of around 1500 cases to test operations

- Stage 2 (starting summer 2022) - build full 15K panel

United States® Census Bureau

Pilot Design

- Issue tablets to offline population to bring them online

- Administer baseline survey and one topical survey

- Research Questions for Pilot:
  - Are eligible participants in non-internet households willing to participate in the panel through a study-provided tablet?
  - Is face-to-face recruitment an effective method that increases participation and reduces the potential for nonresponse bias without being cost-prohibitive?

- Other issues of discussion: Retention, branding, incentives, baseline questionnaire content, topical survey frequency

Jennifer.hunter.childs@census.gov